

Last Received: 08/06/2012 3:45 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() DETROIT INTL BRIDGE
Product	order
Estimate#	806812
Buyer	Julie Keane
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/806812
Flight Dates 08/06/2012 - 08/12/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	NEWS	:15	\$100.00	08/06-08/06	0	0	0	\$0.00	
	Rating: 2.0											
	Buyline Comment: CONVERTED TO BOOKEND :15 SPOTS MSD SEE MG LINE 13											
	2	TU	5A-6A	NEWS	:15	\$100.00	08/07-08/07	2	1	2	\$200.00	
	Rating: 2.0											
	Buyline Comment: CONVERTED TO BOOKEND :15											
	3	W	5A-6A	NEWS	:15	\$100.00	08/08-08/08	2	1	2	\$200.00	
	Rating: 2.0											
	Buyline Comment: CONVERTED TO BOOKEND :15											
	4	TH	5A-6A	NEWS	:15	\$100.00	08/09-08/09	2	1	2	\$200.00	
	Rating: 2.0											
	Buyline Comment: CONVERTED TO BOOKEND :15											
	5	TU	6A-7A	NEWS8-DAYBREAK	:15	\$237.50	08/07-08/07	2	1	2	\$475.00	
	Rating: 4.6											
	Buyline Comment: CONVERTED TO BOOKEND :15											
	6	TH	6A-7A	NEWS8-DAYBREAK	:15	\$237.50	08/09-08/09	2	1	2	\$475.00	
	Rating: 4.6											
	Buyline Comment: CONVERTED TO BOOKEND :15											
	7	SU	6A-7A	SU DAYBREAK	:30	\$175.00	08/12-08/12	0	0	0	\$0.00	
	Rating: 2.0											
	Buyline Comment: SEE MG ON LINE 11											

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	8	SU	8A-9A	TODAY	:30	\$650.00	08/12-08/12	0	0	0	\$0.00	
Rating: 6.6												
Buyline Comment: SEE MG ON LINE 12												
	9	TU	8P-12A	OLYMPICS PRIME	:15	\$1,750.00	08/07-08/07	2	1	2	\$3,500.00	
Rating: 14.3												
Buyline Comment: CONVERTED TO BOOKEND :15												
	10	TH	8P-12A	OLYMPICS PRIME	:15	\$1,750.00	08/09-08/09	2	1	2	\$3,500.00	
Rating: 14.3												
Buyline Comment: CONVERTED TO BOOKEND :15												
	11	SU	6A-12P	OLYMPIC COVERAGE	:15	\$87.50	08/12-08/12	2	1	2	\$175.00	
Rating: 2.0												
Buyline Comment: MG FOR 6-7A 8/12 1X LINE 7												
	12	SU	12P-6P	OLYMPIC COVERAGE	:15	\$325.00	08/12-08/12	2	1	2	\$650.00	
Rating: 6.6												
Buyline Comment: MG FOR 8-9A 8/12 1X LINE 8												
	13	TU-TH	5A-6A	NEWS	:15	\$100.00	08/07-08/09	2	1	2	\$200.00	
Rating: 2.0												
Buyline Comment: MG FOR SPOTS NA LINE 1												

---REPORT TOTALS---

Report Totals: 20 / \$9,575.00

---SALES MONTHLY TOTALS---

Aug 12: 20 / \$9,575.00

Sales Totals: 20 / \$9,575.00

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Product	order		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	806812	Agency C/P1/P2/E	DIBC/ORDR/806812		
Buyer	Julie Keane	Flight Dates	08/06/2012 - 08/12/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Station Totals: 20 / \$9,575.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$31,917	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books	JUL11
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE